

Beach/Edinger Corridors Specific Plan

“Broad-Brush” Revitalization and Planning Concepts

Community Workshop #2

June 20, 2007



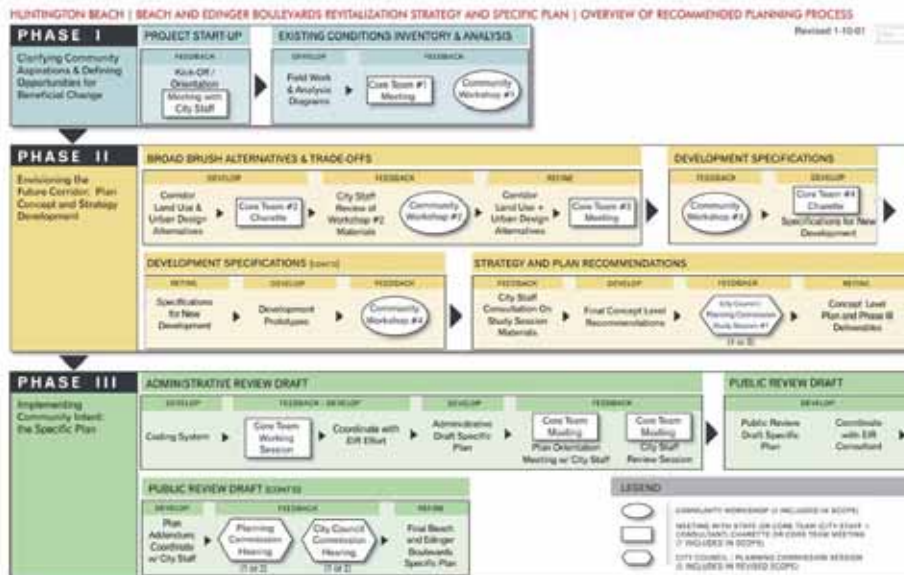
Agenda

1. Welcome, Introduction - *Paul Emery, City Of Huntington Beach*
2. Orientation to This Evening's Workshop
3. *Presentation:* Revitalization Framework: Broad-Brush Ideas and Trade-offs
4. Community Discussion & Response
5. Adjourn

Corridor Specific Plan Team

- City Staff Core Team
- Everything
- Freedman Tung & Bottomley
- Corridor Revitalization Land Use, Urban Design & Development Regulations
- Tierra West Advisors in partnership with Linda S. Congleton & Associates
- Market and Fiscal Analyses
- Austin-Foust Associates
- Circulation & Access

Overview of Planning Process



Plan Framework: Key Community Meetings

- Focus Groups
- Community Workshop 1: Existing Conditions and Community Aspirations
- Community Workshop 2: "Broad-Brush" Revitalization & Planning Concepts
- Community Workshop 3: Planning & Design - Specifications for New Development
- Community Workshop 4: The Envisioned Future Corridor and the Strategy to Make it Happen
- City Council/Planning Commission Study Session: Recommended Plan Framework

Community
Aspirations

Community Workshop 1 - Comments

- Beach Boulevard is our gateway to the City and to the Pacific Ocean.
 - Accessibility transportation
 - Pleasant drive
 - Surf city identity
- Nothing unique about Beach Blvd.
- Keep “flavor” of Beach Blvd.
- Terrible eyesore
- Limited depth on Beach Blvd. parcels
- There has been a history of citizen meetings regarding Beach Blvd.

Community Workshop 1 - Comments

- Beach is not a good “walkable” street
- Beach Blvd – sea of concrete
- Setbacks and other devices to deal with wide highway
- More landscape setbacks on Beach Blvd.
- Need innovation to keep flow of traffic

Community Workshop 1 - Comments

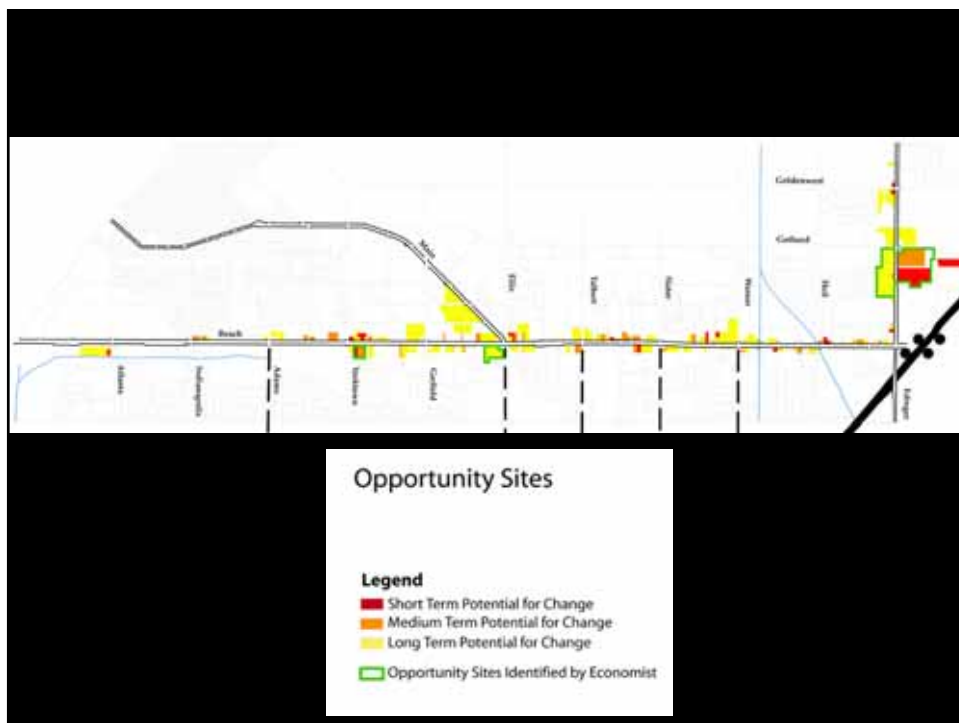
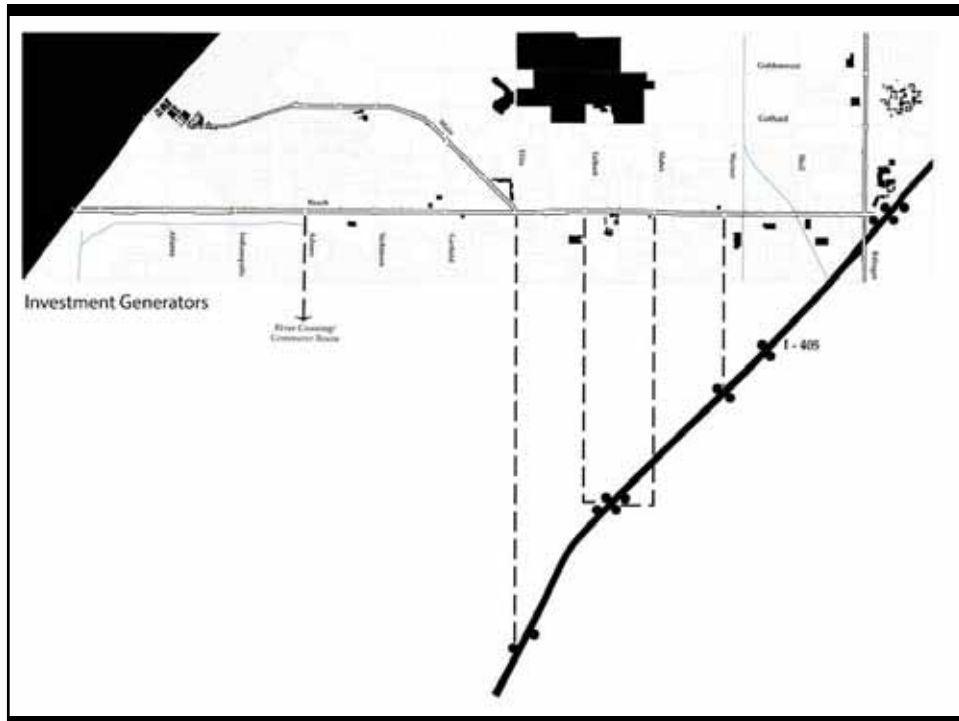
- New Horizontal mixed-use development would be a good idea
- Convert commercial property to residential property
- Boeing will need housing in corridor
 - Healthy, affordable mix of housing
- Need for increased residential density
 - Modes of increased density
- Affordability attracts a young and vibrant population
- Mixed-use reduces traffic
- Plaza Almeria is a good example of vertical mixed-use
- Need a variety of housing options

Community Workshop 1 - Comments

- Five Points is a Good Opportunity
 - Pedestrian-friendly
 - Make it like the new development in Downtown Santa Barbara
 - Make it a center like Santana Row in San Jose

Broad Ideas and Tradeoffs to Achieve Community Goals

Potential for change

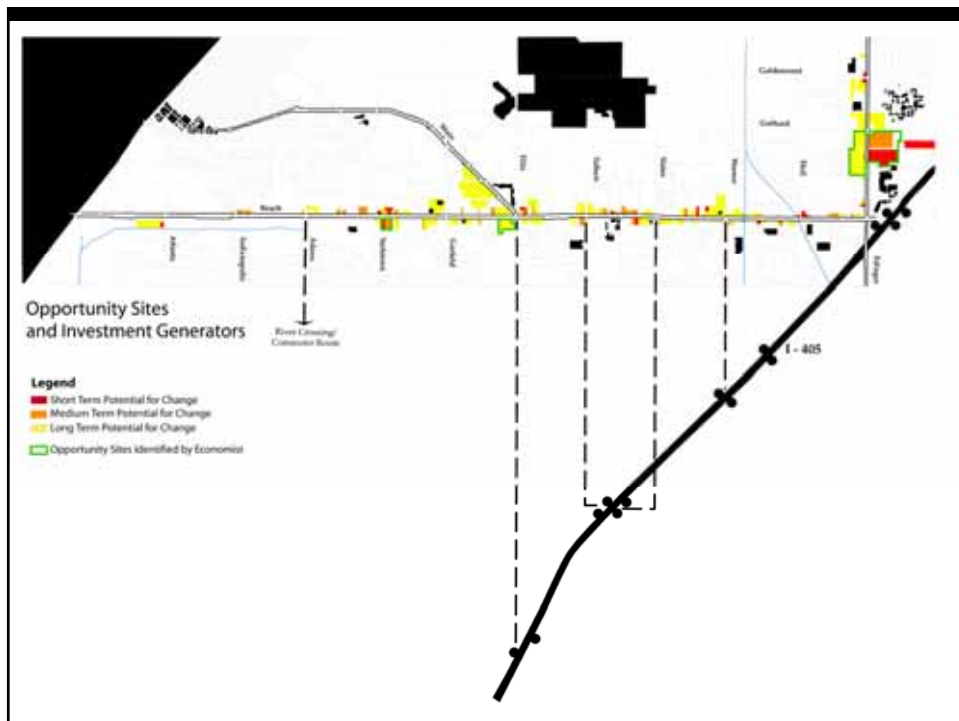




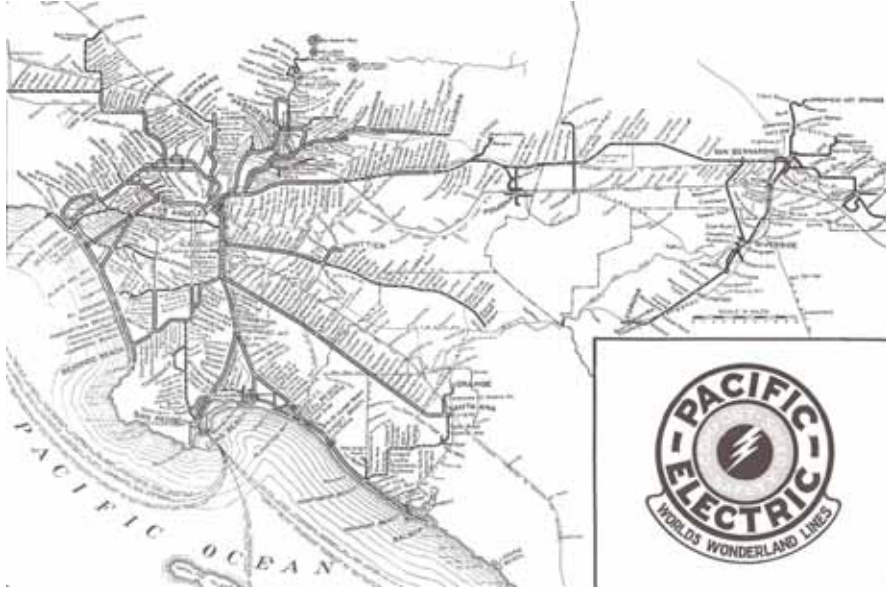
Opportunity Sites



1,2 and 3 Acre Sites



1904 – The streetcar or “red car” runs along the coast and arrives in Huntington Beach from LA.



- 1925 - Pacific Coast Highway constructed.

Beach Blvd. 1930's



Aerial of Downtown &
Beach Blvd. – 1938



1932 - Looking North on Beach Blvd. at
Talbert. Beach Blvd. is designated as a
state highway in 1939.

Beach Blvd. up to 1959



Aerial of Beach Blvd. – 1959



Newland House - 1948



Bird's Eye View looking East 1950's: Despite
rapid growth, large areas of agricultural land
remained along Beach Blvd and surrounding
the City until a period of annexation and
zoning changes between 1957 and 1960.

Beach Blvd. 1960's and 70's



Aerial of Beach Blvd. – 1970



Huntington Center – 1965 (now Bella Terra)

- Most Pacific Electric streetcar lines were shut down by 1954
- 1963 – I-405 is constructed along the North East corner of city limits including the Beach Blvd. interchange.
- 1964 – Huntington Center Opens
- 1963 – McDonnell-Douglas locates in Huntington Beach, employing 8,000 people by 1968.

Commercial Corridors
have entered a period of
accelerating transition

Forces of Change:

The financial conditions underpinning strip development have evaporated, beginning with incentives to construct low cost buildings with short economic lives.



Forces of Change:

Shopping center investment has been concentrating in increasingly large clusters at major intersections and freeway off-ramps.

60s/70s: Highways Undermined the Strip



80s/90s: Enlarged Retail Formats



Current Preference for Anchored Urban Formats ("Lifestyle Centers" - "City Centers")



These crossroads-located
centers have been
draining economic vitality
from retail properties
located everywhere else.

(and there is not much physical value in place)



Strip **to** Interchange & Major Intersection Clusters



1980



NOW



1980

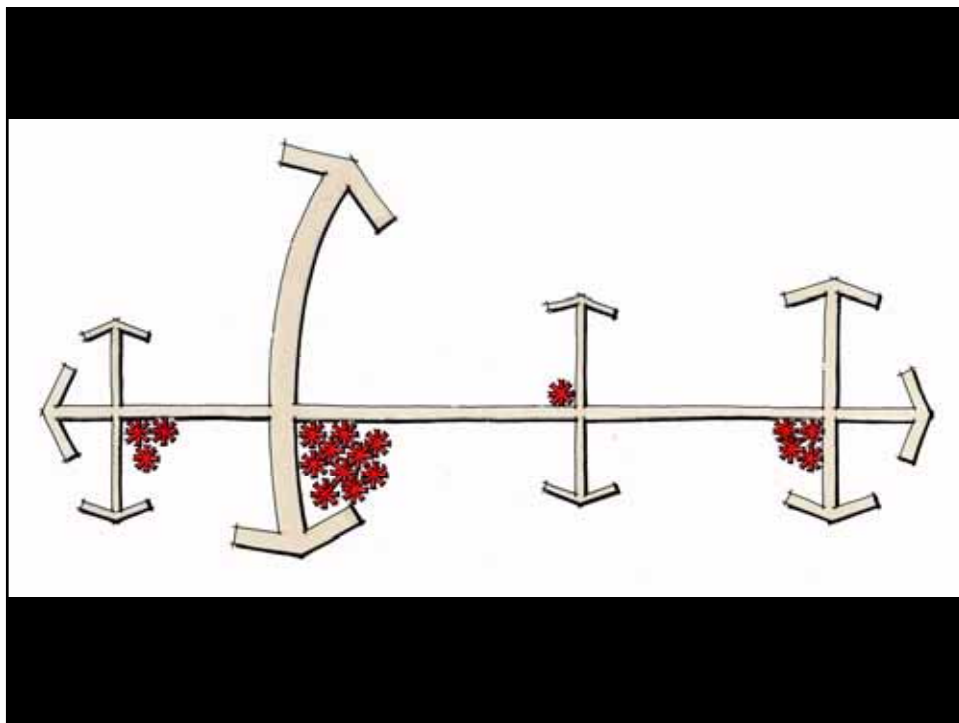
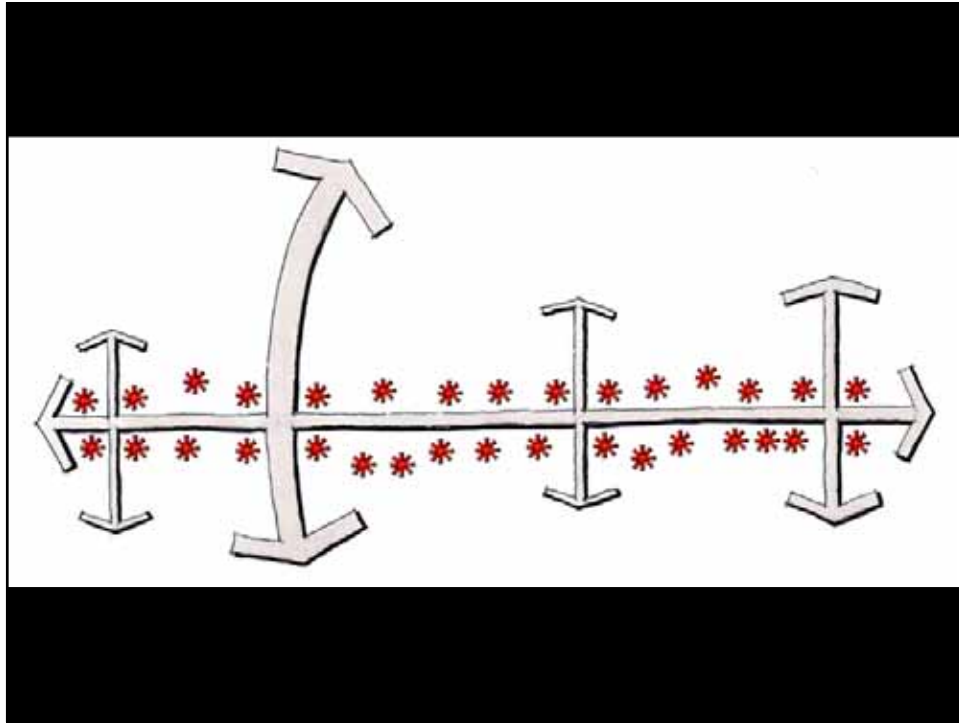


Disinvestment

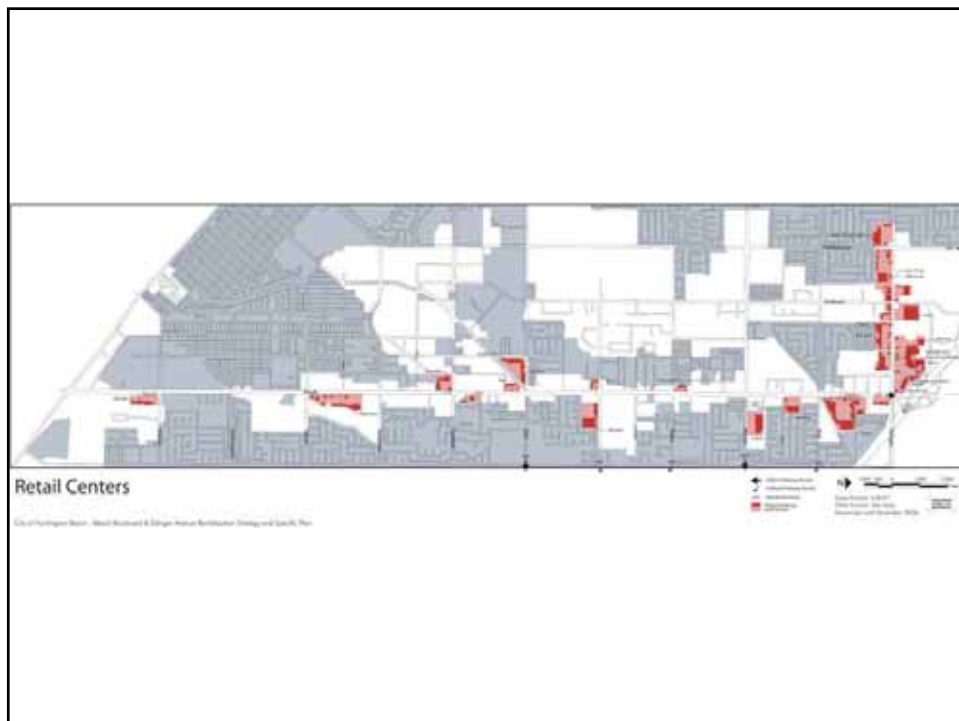


Disinvestment





Accommodate the market's
preference for retail
concentrations at major
crossroads
while building on the patterns of
value already in place



Plan the corridor retail as part
of a supportable
city & regional
hierarchy of centers.

“Hierarchy of Centers”

Regional Center



Regional Center Retail

- Anchored by Fashion Department Stores; often includes Big Box and Superstore Retail, Category Killer and Power Center anchors; (preferably not supermarkets, pharmacies).
- Comparison shopping retail, especially clothing, specialty goods e.g. furniture, home improvement, etc.
- Entertainment and Recreation uses and anchors.
- 700,000 – 1,000,000 s.f.
- 12 – 15 mile trade area; minimum of 150,000 households.
- Must be on interstate highway.

City Center (Downtown)



City Center (Downtown) Retail

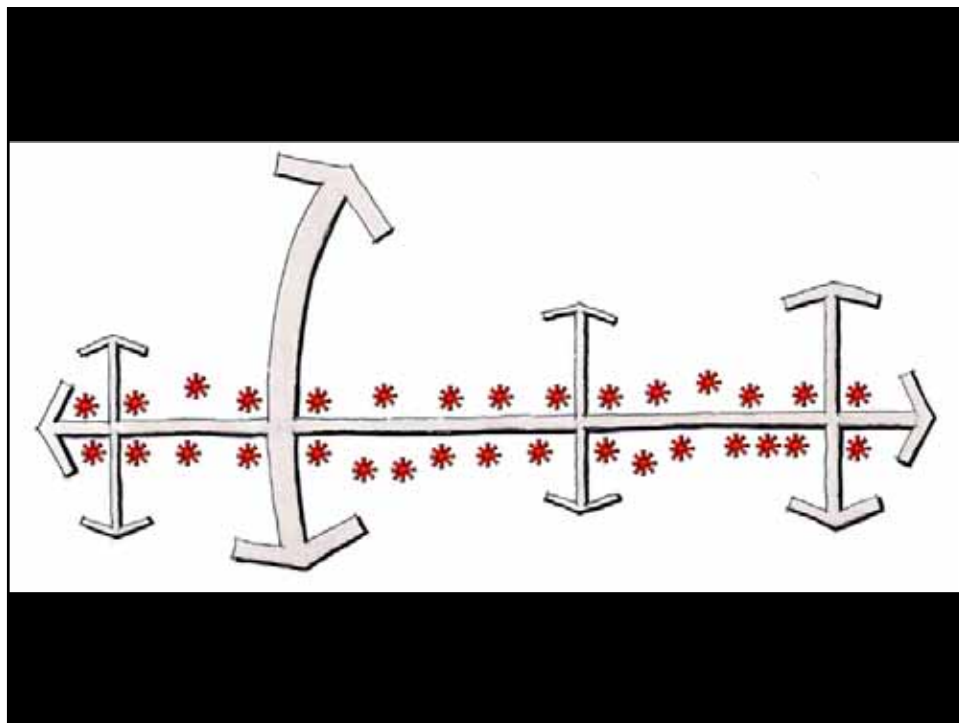
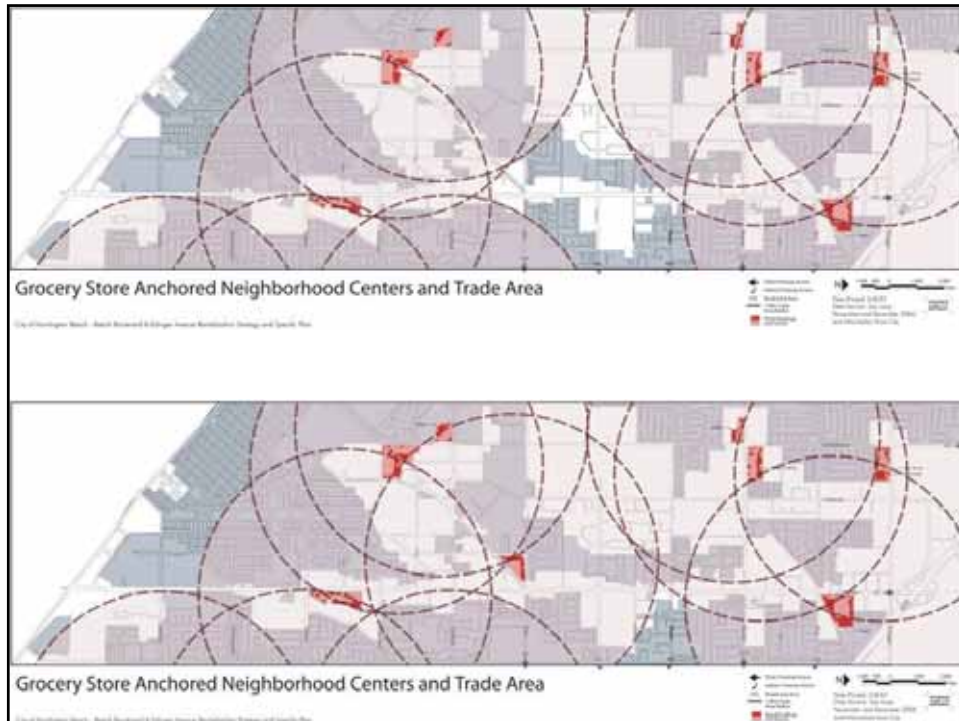
- **Anchors** e.g. discount department store, supermarket.
- **Retail shops** e.g. apparel, crafts, books, home improvement, office supply, pet supply, sporting goods, specialty food, specialty goods.
- **Eating and Drinking** Establishments.
- **Entertainment** and Recreation uses and anchors
- Banks; **Personal & Business Services**
- **Arts and Culture; Civic Buildings**, esp city hall, library, courthouse, post office.
- **Central Location within the City**
- 5 – 7 mile trade area; requires 30,000 – 50,000 households.
- **Mixed Use**: Upper levels & adjacent blocks must include housing, office, lodging.

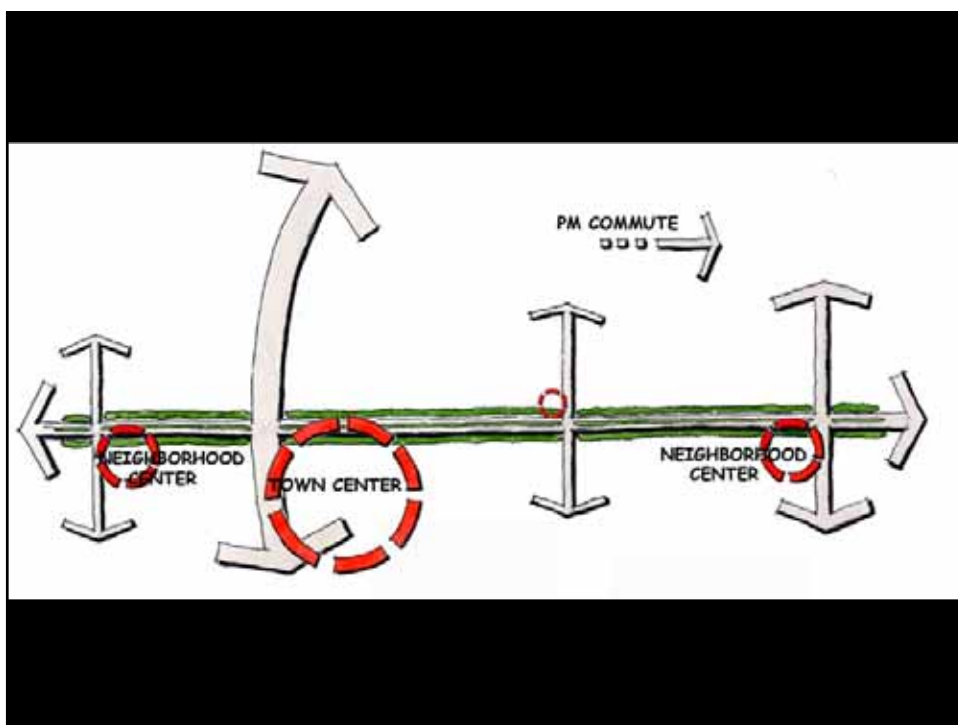
Neighborhood Center



Neighborhood Center Retail

- Neighborhood service retail & services featuring *contiguous* small scale shopfronts.
- 10,000 - 25,000 s.f. for unanchored center.
- Anchored center: Supermarket up to 65,000 s.f.; total 60 – 90K s.f.
- 1 to 2 mile trade area: 5,000 – 8,000 households needed.

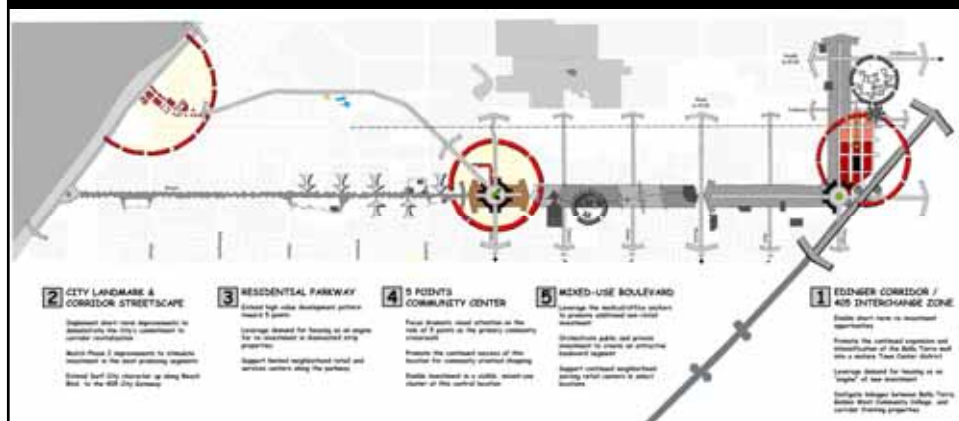




Context:
Citywide
Pattern of
Development



Pattern of City Centers



Organize the retail concentrations into **patterns of development that satisfy contemporary consumer preferences.**





Shift in Customer/Investor
Preference to Urban Formats

"Lifestyle Centers"



Village of Rochester Hills

Mashpee
Commons



A increasing “blurring of lines”
between eating, recreation, and
shopping



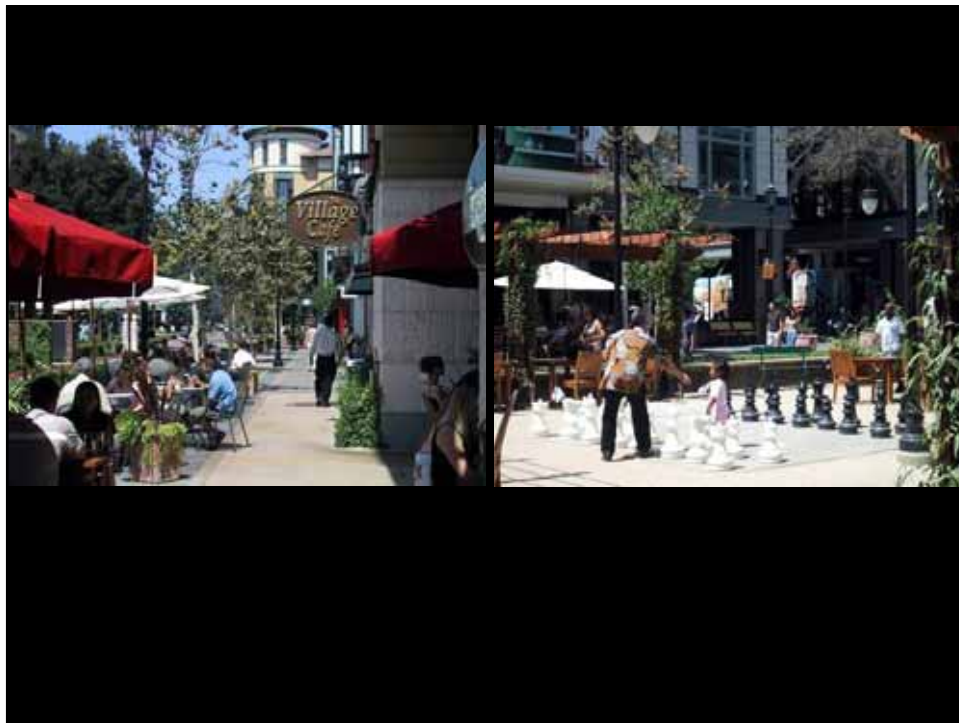


Most Recently:
City Centers



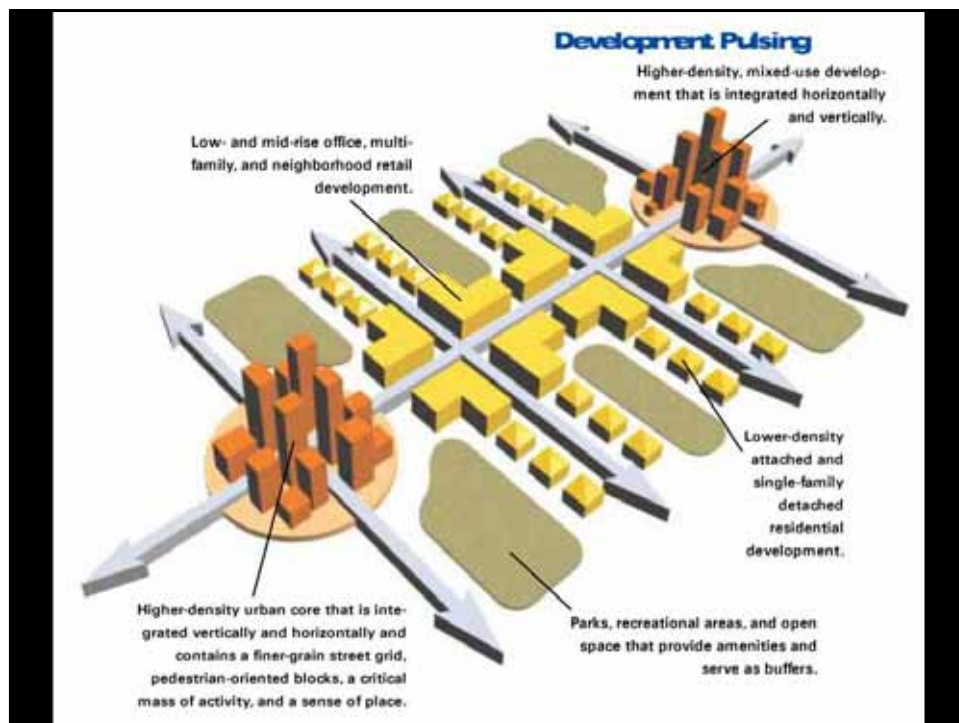






Community Workshop 1 - Comments

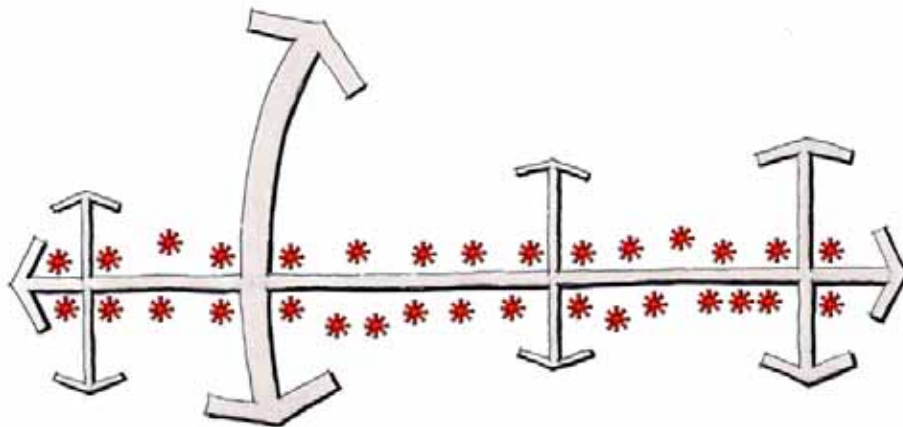
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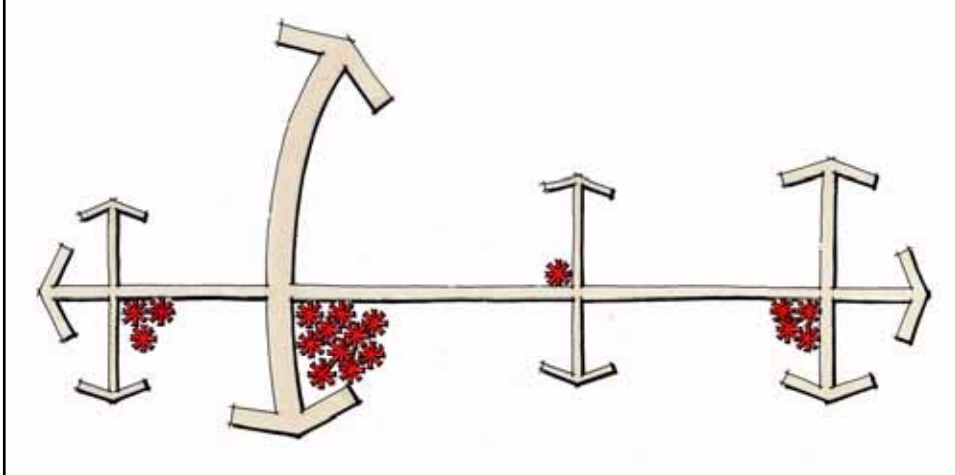


Reverse the creeping
disinvestment by identifying the
"highest and best use(s)" for the
Corridor as a whole (and as part
of a healthy city).

Falling out of Favor: Linear Strip format



Market Preference for Retail Concentrations at Primary Crossroads



Disinvestment



Disinvestment



Market Demand Analysis

(Underway)

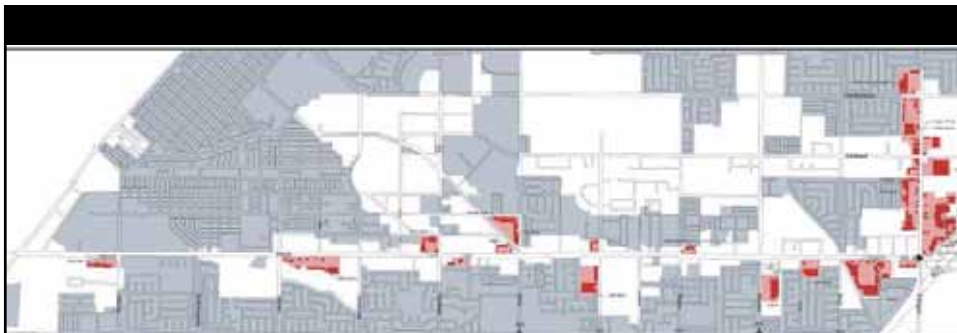
- There appears to be little to no demand for net new retail development, with the possible exception of a missing retail anchor use or two, and some expansion potential at Bella Terra.
- One or two existing retail centers could be redeveloped with new anchored retail – this would be a replacement.
- Overall, sites without retail should not be expected to receive substantial interest in new retail development.



Existing Zoning – Retail Entitlements



Supportable Pattern of Centers

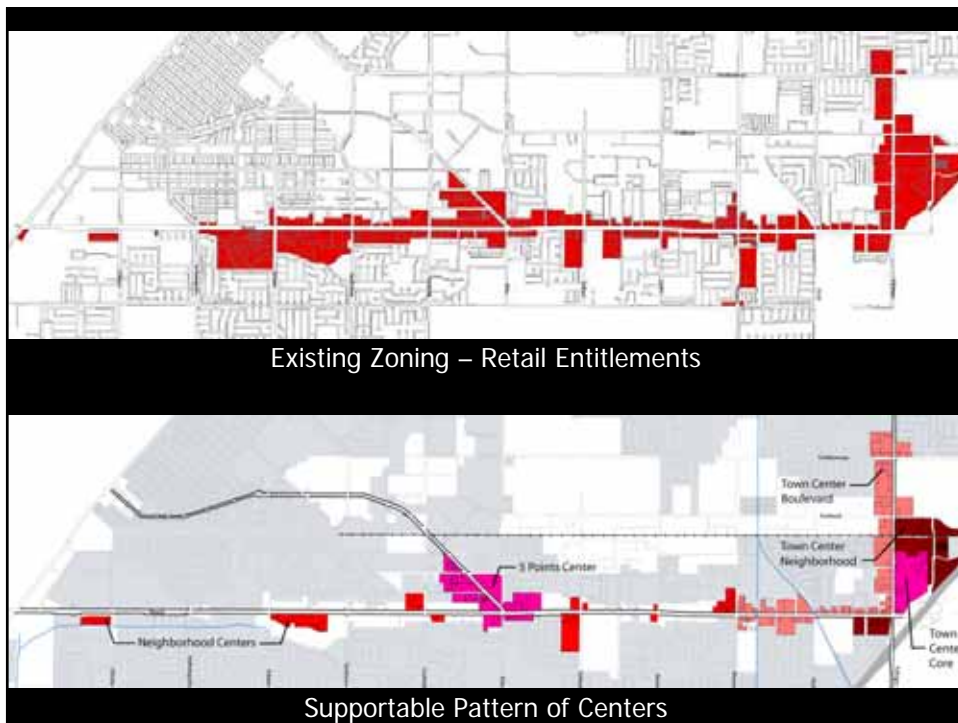


Existing Pattern of Retail Centers



Envisioned Future Pattern of Centers

How do we **create value** for
properties no longer
advantageously positioned for
retail investment?



Need higher land values

Land Values per square foot

New retail	\$30
Existing Retail	\$70 - \$100



Tierra West Advisors
Real Estate and Redevelopment Consultants

Multi-Family increases values

Multi-family land values

Units per acre	30	60	90	120
value per square foot	\$35	\$70	\$100	\$140



Tierra West Advisors
Real Estate and Redevelopment Consultants



Commercial Zoning

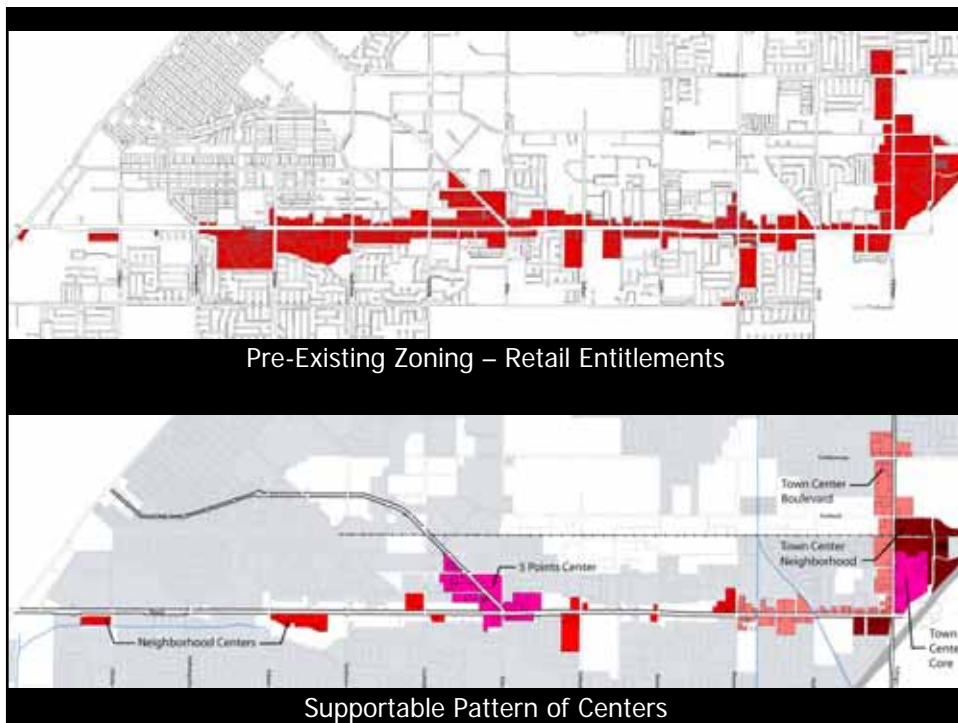


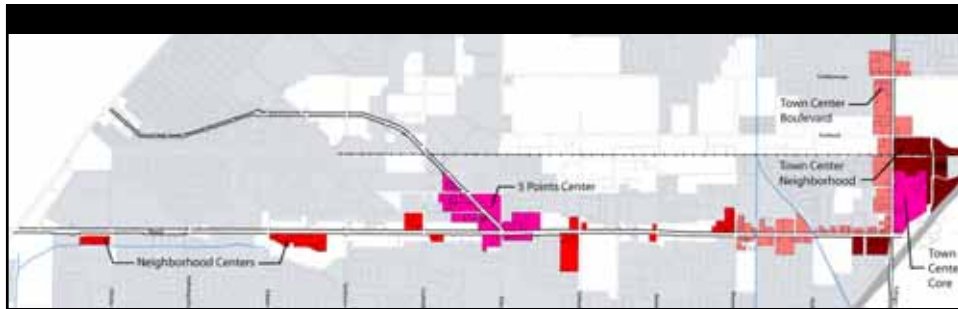
Housing Permitted

Existing Zoning
Residential Development
Permitted



To maximize property owner return on property investments, extend residential entitlements to all/most properties along the Corridor.





Supportable Pattern of Centers



Pattern of Centers and Segments

Preliminary Land Use & Development Framework



Pattern of Centers and Segments

Realign Corridor Properties with Contemporary Investment Trends



Existing Development Pattern – Commercial Strip



Proposed Plan Framework - Pattern of Centers and Segments

“Organize public and private investment to foster the emergence of a **“Boulevard”** that

- Flatters the community;
- Captures value for property owners;
- Provides an appealing edge/seam between residential neighborhoods.

Boulevard (1)

Development Regulations must
Specify **Development Types**
that Pair Well with Wide
Thoroughfares





“Wide Roadway”

“Arterial”







Forgotten model: The Traditional American
"Grand Residential Boulevard"











Traditional Grand Residential
Boulevard Urbanism: “grander”
building types and frontage
types match the scale of the
more substantial street type.





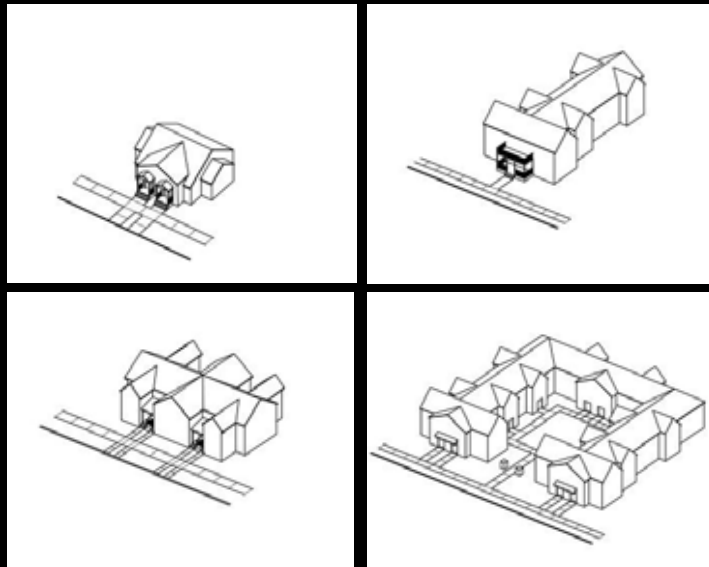




Grand Boulevard (2)

Accommodate a wide range
of housing types and price
points

Wide Range of Development Types



Our wide roads are the natural long-sought after location to provide a wide range of housing types, accommodating a wide range of incomes and family structures.

Community Workshop 1 - Comments

- New Horizontal mixed-use development would be a good idea
- Convert commercial property to residential property
- Boeing will need housing in corridor
 - Healthy, affordable mix of housing
- Need for increased residential density
 - Modes of increased density
- Affordability attracts a young and vibrant population
- Mixed-use reduces traffic
- Plaza Almeria is a good example of vertical mixed-use
- Need a variety of housing options

Grand Boulevard (3)

Promote a mix of uses that
are compatible with
housing.

Focus development standards & design guidelines on insuring that all allowed
uses are designed to make good neighbors to housing





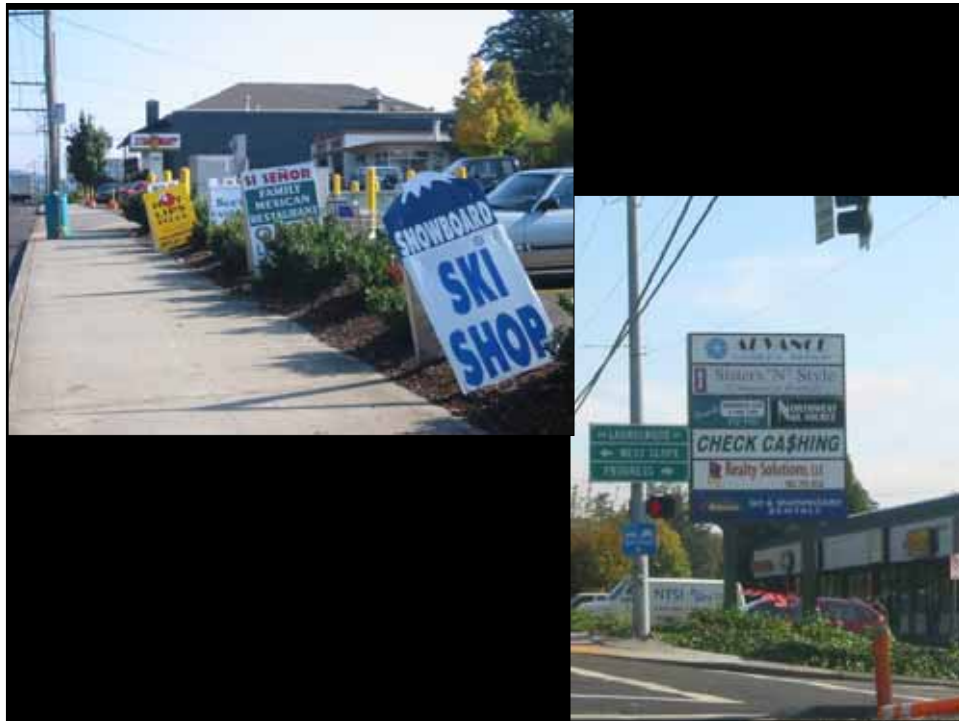
Things to Avoid: "Too Monolithic"

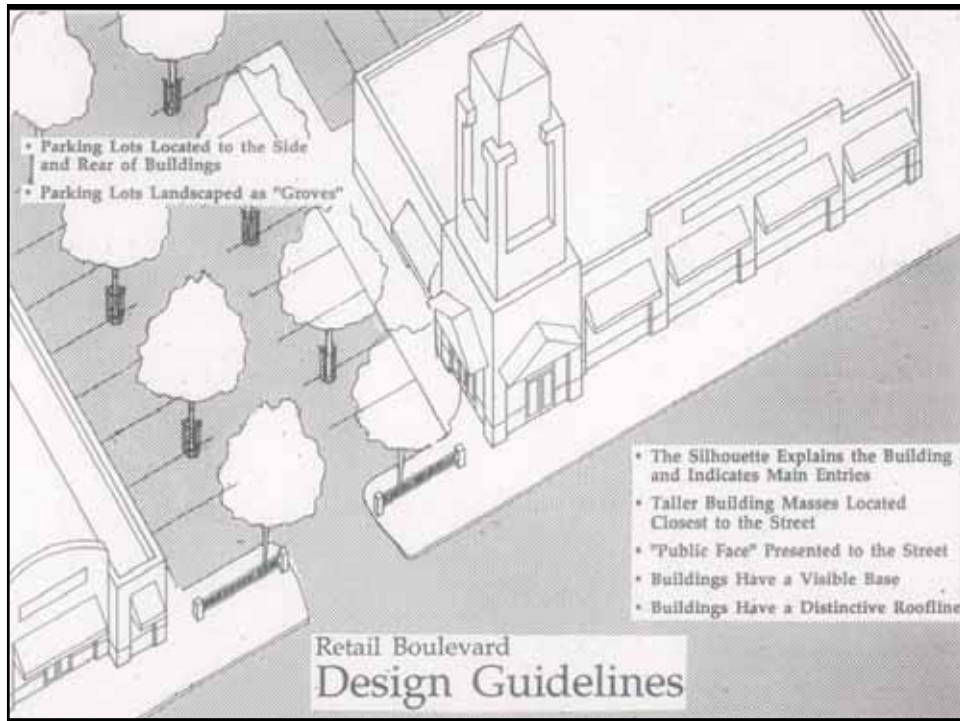




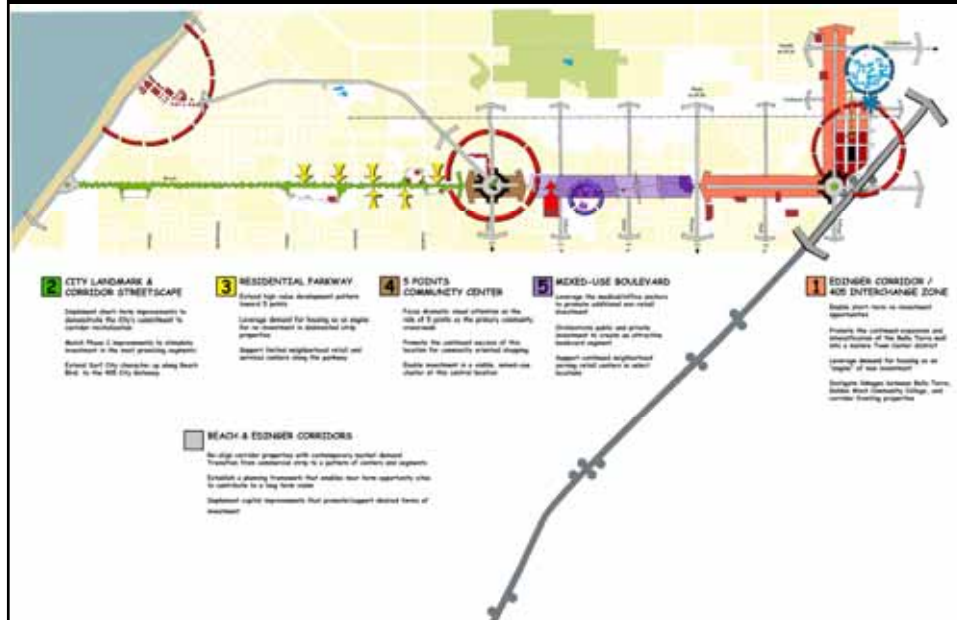




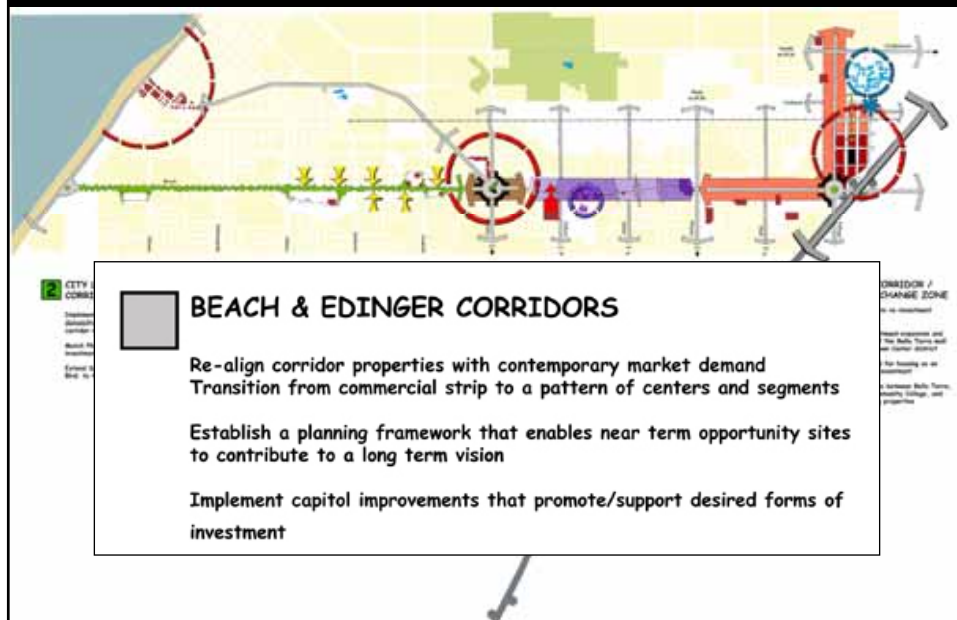




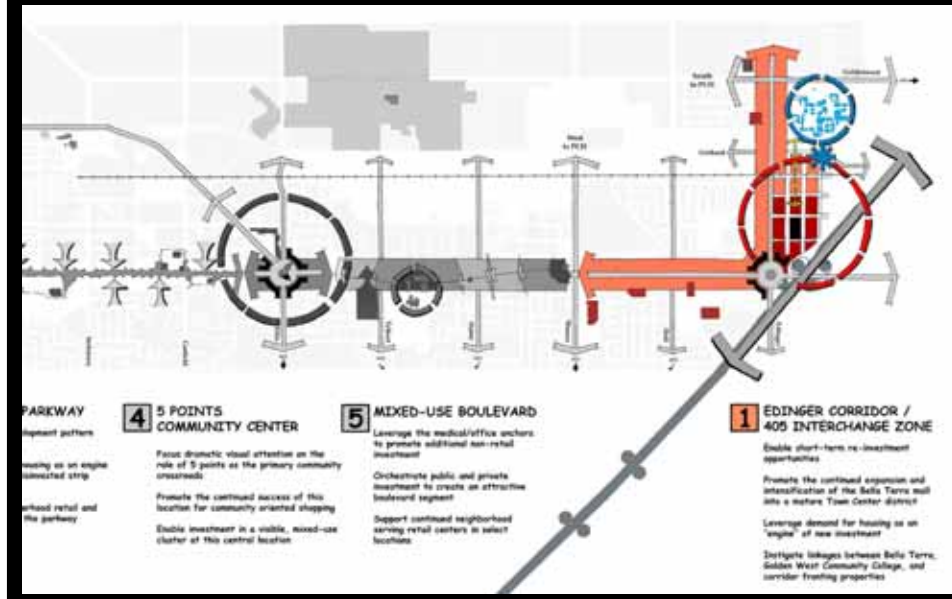
Strategic Action Areas / Priorities



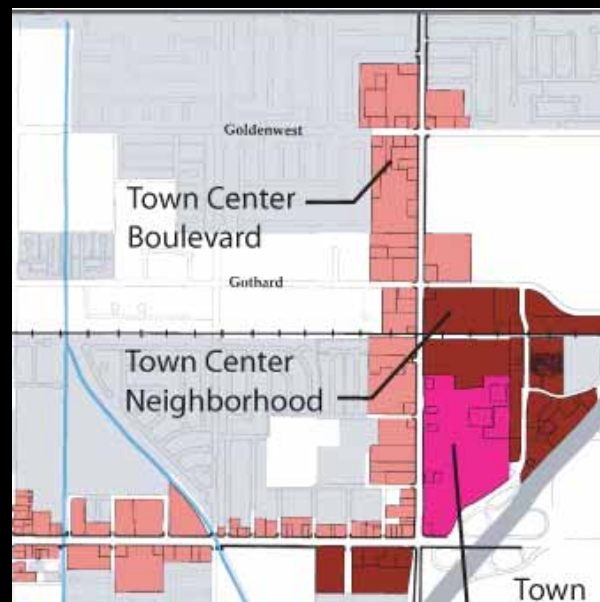
Strategic Action Areas / Priorities



Strategic Action Area 1: Edinger/405 Interchange Zone



Preliminary Land Use & Development Framework: Edinger / 405 Interchange Zone



Edinger Avenue Corridor

Primary Center:
Bella Terra Mall

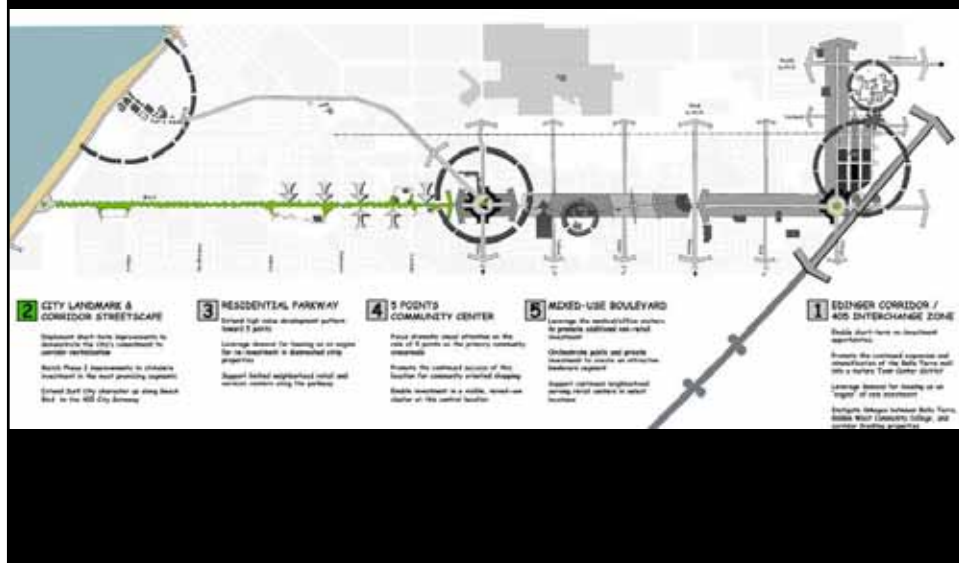


Bella Terra Mall





Strategic Action Priority 2: Beach Boulevard Beautification/Catalyst

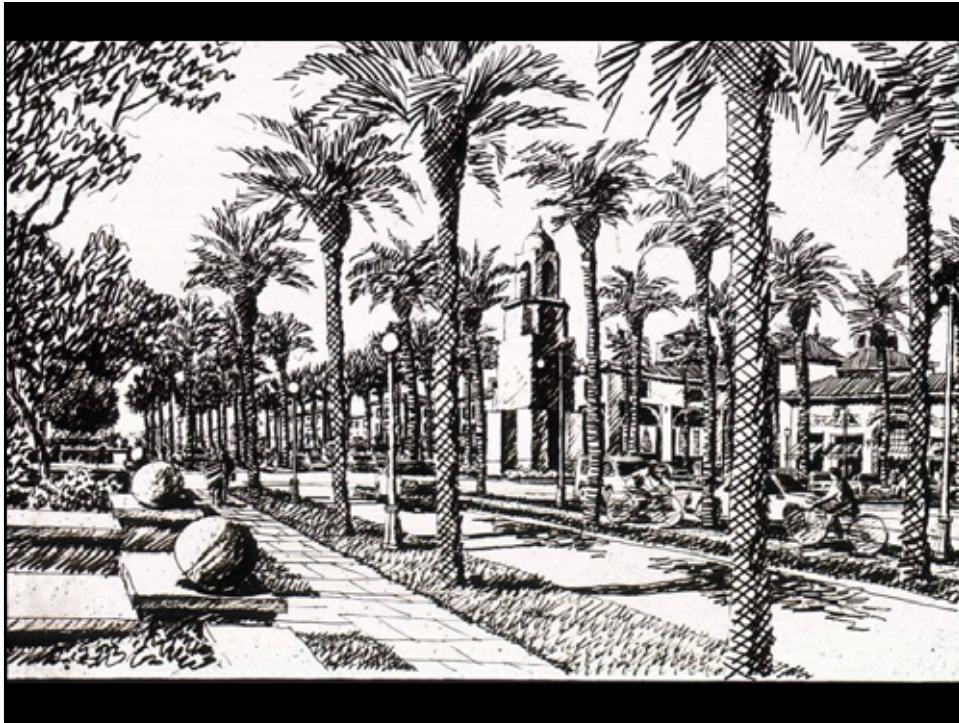






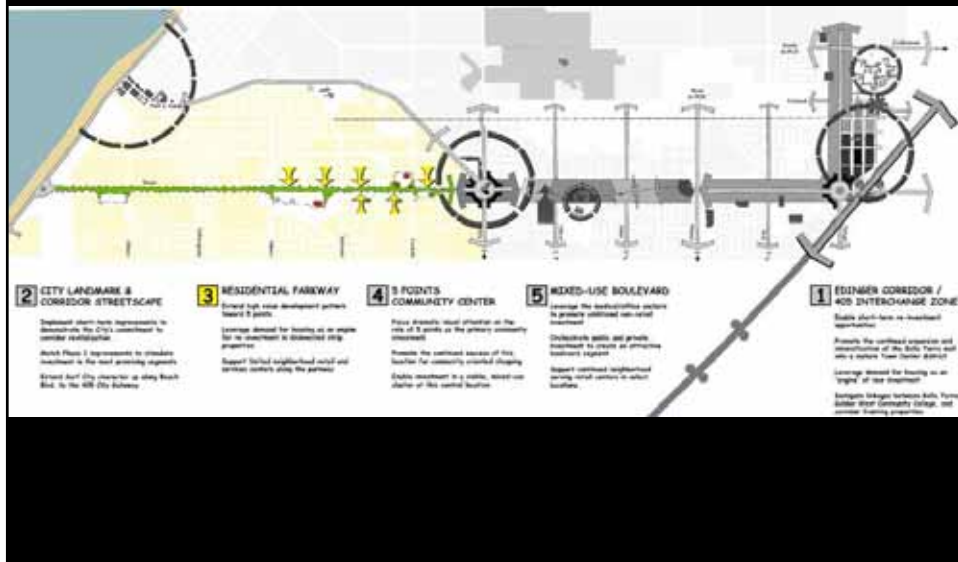








Strategic Action Area 3: Residential Parkway



Beach to Adams



Segment
Character:
**Residential
Parkway**



Beach to Adams: Typical Development Types



Beach to Adams: Typical Development Types



Beach to Adams: Public Frontage Types

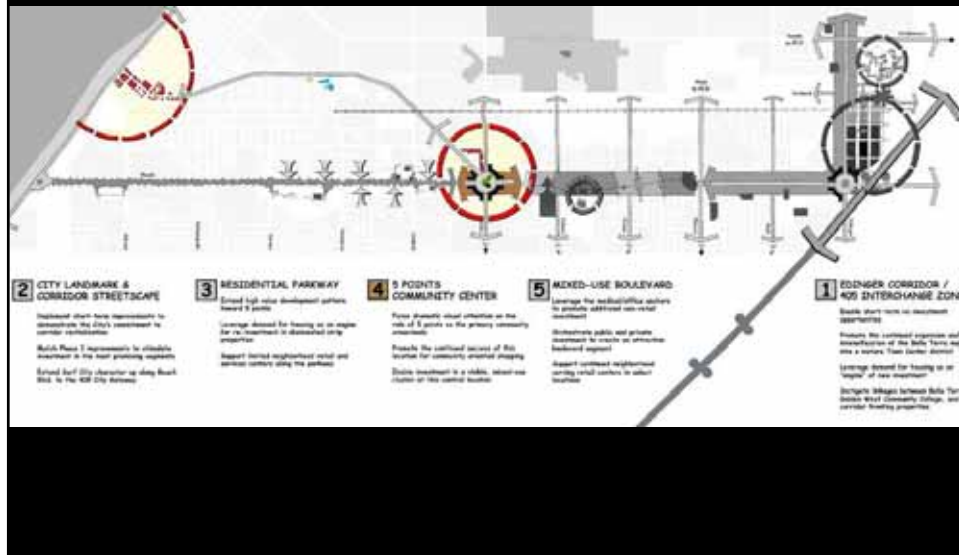


Screen Walls at Boulevard Frontage

Beach to Adams: Neighborhood Retail Center



Strategic Action Area 4: Five Points Community Center



Community Workshop 1 - Comments

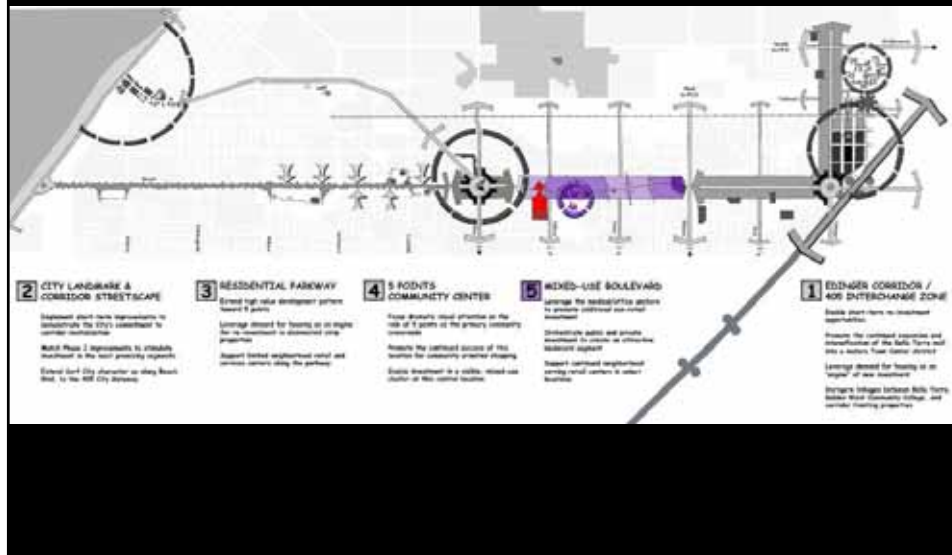
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Five Points Intersection – Existing Development





Strategic Action Area 5: Mixed-Use Boulevard Segment





Suburban Multi-family Project vs. Boulevard Residential w/ GF Shops



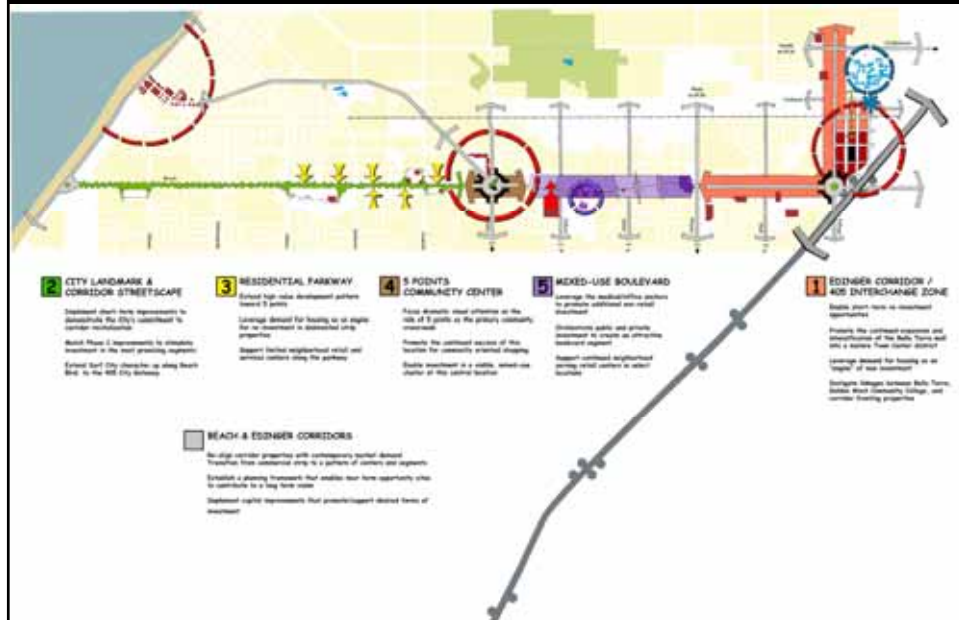
Suburban Office Park vs. Boulevard Office



Boulevard:
Workplace



Strategic Action Areas / Priorities



Preliminary Land Use & Development Framework



Pattern of Centers and Segments

Grand Boulevard (5)

Integrate infill housing into the fabric of the surrounding neighborhoods.

